
THE INFLUENCE OF CORPORATE IMAGE AND PERCEIVED VALUE TO CUSTOMER SATISFACTION (STUDY AT WEDDING ORGANIZER IN MANADO)**PENGARUH CITRA PERUSAHAAN DAN NILAI YANG DIPERSEPSIKAN TERHADAP KEPUASAN KONSUMEN (STUDI PADA WEDDING ORGANIZER DI MANADO)**

By :
Kelly Johanis¹
Farlane S. Rumokoy²
Johan Tumiwa³

^{1,2,3} Internationa Business Management, Fakultas Ekonomi dan Bisnis
Universitas Sam Ratulangi Manado

email:

¹kellyjhanis@gmail.com

²farlanerumokoy@gmail.com

³johantumiw@gmail.com

Abstract: Purpose of this study are to determine the influence of corporate image, and perceived value to customer satisfaction for the Wedding Organizers in Manado. This research type is a causal type of research. It also called as explanatory research. This study held in the people of Manado, on August-September 2016. The sample in this research are customer in Wedding Organizer in Manado especially in students at FEB UNSRAT Manado. Samples of this research are 45 respondents. Data analysis method used validity and reliability test, classical assumption test, regression analysis model with hypotesis testing using t test and F test. Based on the results of hypothesis testing in particular the model of the research found that the research model consisting of: corporate image, and perceived value has a positive and significant influence on customer satisfaction simultaneously. Corporate image has significant and positive impact on customer satisfaction on wedding organizer customers in Manado partialy. Perceived value also has significant and positive impact on customer satisfaction on wedding organizer customers in Manado partialy. Perceived value become the most highest impact on customer satisfaction followed by corporate image in the second. This model applies on wedding organizer customer in Manado. Recommendations are: Wedding organizer need to pay attention and focus the company's marketing strategy effectively and efficiently. Other researchers are focusing on the research field of management science and the science of marketing management needs to pay attention to these findings by replicating the results of this research on the object of other research in other Internet-based companies.

Keywords: corporate image, perceived value, customer satisfaction, wedding oranizer

Abstrak: Tujuan dari penelitian ini adalah untuk mengetahui pengaruh citra perusahaan, dan perceived value terhadap kepuasan pelanggan terhadap Wedding Organiser di Manado. Jenis penelitian ini adalah jenis penelitian kausal. Ini juga disebut sebagai penelitian eksplanasi. Studi ini diadakan di masyarakat Manado, pada bulan Agustus-September 2016. Sampel dalam penelitian ini adalah pelanggan pada Wedding Organizer di Manado khususnya pada siswa FEB UNSRAT Manado. Sampel dalam penelitian ini adalah 45 responden. Metode analisis data menggunakan uji validitas dan reliabilitas, uji asumsi klasik, model analisis regresi dengan uji hipotesis menggunakan uji t dan uji F. Berdasarkan hasil pengujian hipotesis khususnya model penelitian ditemukan bahwa model penelitian yang terdiri dari: citra perusahaan, dan perceived value memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan secara simultan. Citra perusahaan berpengaruh signifikan dan positif terhadap kepuasan pelanggan pada pelanggan wedding organizer di Manado. Nilai yang dirasakan juga berpengaruh signifikan dan positif terhadap kepuasan pelanggan pada pelanggan wedding organizer di Manado secara parsial. Nilai yang dirasa menjadi dampak paling tinggi pada kepuasan pelanggan diikuti oleh citra perusahaan pada urutan kedua. Model ini berlaku untuk pelanggan wedding organizer di Manado. Rekomendasi adalah: Penyelenggara pernikahan perlu memperhatikan dan memusatkan strategi pemasaran perusahaan secara efektif dan efisien. Peneliti lain memusatkan perhatian pada bidang penelitian ilmu manajemen dan ilmu manajemen pemasaran perlu memperhatikan temuan ini dengan cara mereplikasi hasil penelitian ini pada objek penelitian lain di perusahaan berbasis internet lainnya.

Kata Kunci : citra perusahaan, perceived value, kepuasan pelanggan

INTRODUCTION

Research Background

Creative economy or the creative industries entered the fourth wave of economic civilization of mankind after the era of the agricultural economy, industrial economy, the information economy and the creative economy, Diman creative economy is an economy based on ideas and creativity. Definition of Creative Economy Howkins aware of the birth of a new wave of creativity-based economy after seeing in 1997 the United States produced products Intellectual Property Rights (IPR) worth 414 billion dollars have made the number one export of IPR United States (Irawati, 2016). Howkins succinctly define the Creative Economy, namely: "The creation of value as a result of the idea of" be summarized as follows: "Economic activity in the community who spends most of his time to generate ideas, not just doing things that are routine and repetitive. Due to these communities, generate ideas is something that must be done to progress." Creative Economy recent study carried out United Nations Conference on Trade and Development (UNCTAD) in 2010.

Translation of the Creative Economy more as: Encouraging increased revenues, job creation, and export earnings while promoting social awareness, cultural diversity, and human development. To include social, cultural, economic and technological development, intellectual property rights, and tourism. Set of knowledge-based economic activity with dimensions of development and cross-sectoral linkages at the micro and macro economic level as a whole. A selection of development strategy that requires action across ministries and policy innovative and multidisciplinary (Irawati, 2016).

In Indonesia the rapid growth of the creative industries and even by the president SBY and also president of Indonesia in this time that Jokowi make creative industries as one of the leading sectors to accelerate the Indonesian economy today and in the future. Even today the growth of the creative industries very rapidly from year to year and to this year's creative industries contribute nearly 7% of Indonesia's GDP. The importance of creative industries it is necessary to publications and research and development of creative industries to promote this industry. One sector of the creative industry in Indonesia to develop is the Event Organizer or abbreviated to EO.

Consumer satisfaction is important for a company especially services such as service company event organizer. This is because this company in perpetuating and improving its business requires high consumer satisfaction. Because without consumer satisfaction, the services to be provided by service-based companies do not give a significant impact. Consumer satisfaction is an important indicator for service companies such as event organizers to keep growing and competitive.

Research Objectives

Regarding the problem which have been formulated and identified that is mentioned in previous section, the research objective are:

1. To determine the influence of corporate image, and perceived value to customer satisfaction for the Wedding Organizers in Manado.
2. To determine the influence of corporate image to to customer satisfaction for the Wedding Organizers in Manado.
3. To determine the influence of perceived value to to customer satisfaction for the Wedding Organizers in Manado

THEORITICAL FRAMEWORK

Theory

Marketing

Marketing is indeed an ancient art; it has been practiced in one form or the other, since the days of Adam and Eve. Today, it has become the most vital function in the world of business. Marketing is the business function that identifies unfulfilled needs and wants, define and measures their magnitude, determines which target market the organization can best serve, decides on appropriate products, services and programmes to serve these markets, and calls upon everyone in the organization to think and serve the customer. Marketing is the force that harnesses a nation's industrial capacity to meet the society's material wants. It uplifts the standard of living of people in society (Ddegjust, 2013).

Marketing is so basic that it cannot be considered as separate function. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view (Drucker, 2010)

Corporate Image

According to Highhouse, Brooks and Gregarus (2009), corporate image is “the foundation of collective corporate reputation assessments”. It means, corporate image is something perceived by individual while reputation is collective assessment from individuals. The image held by individuals does not necessarily mean that the company really possesses it. Highhouse et al, (2009) define corporate image to have four dimensions which are employer image, market image, financial image, and CSR image.

Definition of image of corporation is what the consumer thinks about products and services from corporate. Included are the perceptions and attitudes based on the reactions and stimuli associated with the company received through the five senses. Kotler (2002: 57), "the image is a trust, the idea and the impression of someone to something ". For a corporate, good image or the image is absolutely necessary. So important meaning of the image itself so that the company is willing costs and extra effort to achieve it. Image a set of beliefs, ideas and messages owned a person against an object (Kotler, 2002). The image is the main goal and is a reputable and accomplishments to be achieved public relations. Nevertheless understanding the image itself abstract (intangible) and can not be measured.

Perceived Value

In the literature, the concept of ‘perceived value’ is often poorly differentiated from other related constructs – such us ‘values’, ‘utility’, ‘price’, and ‘quality’; moreover, despite the extensive research on these constructs, the relationships among them remain largely unclear. In particular, some marketing academics have assumed that ‘value’ and ‘values’ are the same concept, despite the fact that they are clearly distinct.

Value is the outcome of an evaluative judgment, whereas the term *values* refers to the standards, rules, criteria, norms, goals, or ideals that serve as the basis for such an evaluative judgment. ‘Value’ implies a ‘trade-off’ between benefits and sacrifices; moreover, it implies an interaction between a customer and a product or service (Payne and Holt, 2001). In contrast, ‘values’ are important personal beliefs that people hold with respect to themselves and the goals for which they strive. ‘Values’ are thus the implicit criteria that are employed by an individual in making a preference judgment. These criteria guide the behaviour of people because they reflect the desired ‘ultimate end-states of existence’. It is thus apparent that perceived ‘value’ and personal ‘values’ are not the same concept (Sweeney and Soutar, 2001).

Customer Satisfaction

According to Kotler and Armstrong (2013:46) customer satisfaction is the level of one's feelings after comparing the performance (or outcome) that he felt compared to expectations. If performance exceeds expectations they will feel satisfied and vice versa if the performance is not as expected it will be disappointed. Farris, et al., (2010), defined customer satisfaction as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Customer satisfaction in total is equal to the emotional perception (Wong, 2000).

Since customer satisfaction is a subjective concept, it can be stated that a total definition consensus has not been reached in this matter. Therefore many definitions of customer satisfaction have been developed. According to one definition, customer satisfaction is defined as a subjective circumstance where a presented product or service (in other words chosen alternative-in this case, the store) meets or exceeds the expectations. According to another definition, customer satisfaction reflects the slight difference between customers' before sales expectations and after sales experiences, efficiently meeting and in fact, exceeding the customer expectations with products and services.

Previous Research

Tabel 1. Literature Review

No.	Title	Author/ Year	Variable	Method
1	Effects of Service Quality, Innovation and Corporate Image on Customer's Satisfaction and Loyalty of Air Cargo Terminal	Hu and Huang / 2011	Service quality, innovation, corporate image, customer satisfaction, loyalty	Quantitative

No.	Title	Author/ Year	Variable	Method
2	The Effect of Perceived Value and Customer Satisfaction on Perceived Price Fairness of Airline Travelers in Jordan	Kharim, Jabaly and Kharim/ 2014	Perceived value, customer satisfaction, perceived price fairness	Quantitative
3	Relationship Between Customers' Perceived Values, Satisfaction And Loyalty Of Mobile Phone Users	Ariff, Fen and Ismail/ 2012	Perceived values, satisfaction, loyalty	Quantitative
4	The effect of customer perceived value on customer satisfaction: A case study of Malay upscale restaurants	Raji and Zainal/ 2016	Perceived value, customer satisfaction	Quantitative

Hypotesis Testing

Hypotheses testing in this research, regarding of the problems and objectives, which are:

- H₁ : There are significant influence corporate image and and perceived value to customers satisfaction simultaneously.
 H₂ : There is a significant influence of corporate image to customers satisfaction partially.
 H₃ : There is a significant influence of perceived value to customers satisfaction partially.

RESEARCH METHOD

Type of Research

This research type is a causal type of research. It also called as explanatory research. Which is the investigation of (research into) cause-and-effect relationships. Quantitative research or quantitative method based on Sugiyono (2013) defined as research method based on positivism paradigm that used to investigate spesifice population or samples. This research in field of marketing management will investigate the influence of product quality, corporate image, and perceived value to customers satisfaction in SME Creative Industry study at Wedding Organizer in Manado.

Place and Time of Research

This study will be conducted in the people of Manado. Time of research will be held on August-September 2016.

Population and Sample

Population is the entire group of people, events or things of interest that the researcher wishes to investigate. (Sekaran and Bougie, 2010). The population in this research are all customers of Wedding Organizer in Manado. According to Sekaran and Bougie (2009) sample is a subset of a population that comprises some members selected from it. The sampling method that is use is purposive sampling. Purposive sampling (also known as judgment, selective or subjective sampling) is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study (Boxill, et al. 1997, Research-metodology.net). The sample in this research are customer in Wedding Organizer in Manado especially in students at FEB UNSRAT Manado. Samples of this research are 45 respondents.

Data Collection Method

The source of data that used is primary data which is the information that we obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran & Bougie, 2010) in this study primary data is the data that collected from the questionnaire of respondent by direct survey, go to the field an spread the questionnaire.

Operational Definition and Measurement of Research Variables

Operational Definition and Research Variables describes in Table 1 below.

Table 1. Operational Definition and Indicators

VARIABLES	DEFINTION	INDICATORS
Corporate image	physical and behavioral attributes of the firm, such as business name, architecture, variety of products/services, and to the impression of quality communicated by each person interacting with the firm's clients	<ul style="list-style-type: none"> - Corporate credibility - Corporate networks - Corporate popularity
Percieved value	perception about quality, benefit and money.	<ul style="list-style-type: none"> - Quality - Benefit - Money
Customer satisfaction	outcome of purchase and use resulting from the buyer's comparison of the rewords and the costs of the purchase in relation to the anticipated consequences	<ul style="list-style-type: none"> - Satisfaction feeling/ complacency - Recomendated to friends and related - Fulfillment of customer expectations

Measurement of Research Variables

Multiple Regression

Regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analysing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables. More specifically, regression analysis helps one understand how the typical value of the dependent variable (or 'criterion variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed (http://en.wikipedia.org/wiki/Regression_analysis). Most commonly, regression analysis estimates the conditional expectation of the dependent variable given the independent variables – that is, the average value of the dependent variable when the independent variables are fixed.

The formula of multiple regression analysis method that used in this research is as follow:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon_t$$

Info:

- A = Intercept
- β_1 = X_1 regression coefficient
- β_2 = X_2 regression coefficient
- β_3 = X_{23} regression coefficient
- ε = Standard of error
- Y = Customers satisfaction
- X_1 = Corporate Image
- X_2 = Perceived value

RESULT AND DISCUSSION

Result

Characteristics of Respondents

The respondent of this research taken are 45 respondents, description of respondents of this research describe in Table 2 below.

Table 2. Respondents Research Characteristic Description

Num.	Descr.	Category	Freq	Per cent (%)
1	Sex	Male	10	22,2
		Female	35	77,8
2.	Age (Years Old)	Less than 20	10	22,2
		21-25	16	35,6
		25-30	19	42,2
		More than 30	-	-
3.	Education	No education	-	-
		Primary	-	-
		Secondary	-	-
		High school	14	31,1
		University education	27	60
		Post graduate education	4	8,9
4.	Income (IDR)	No Income	-	-
		< 1 million	-	-
		1 million – 5 million	27	60
		5 million – 10 million	10	22,2
		> 10 million	8	17,8
TOTAL			45	100

(Source: Data Processed, 2017)

According to Table 2, majority of respondents are: female (77.8%), age between 25-30 years old (42.2%), university education (60%), and income range IDR 1 million to 5 million (60%). According to data respondents results are: gender female, young, well educated, and middle class income.

Realibility and Validity of the Research

Table 3 below are the result of test validity and reliability testing research questionnaire used as guidelines to measure the level of variables in this study. According to Hartono (2012) measurements must measure actually was measured with a validity test and, measuring accurately measured by reliability test.

Table 3. Validity and Reliability Test Results

Variables	Indicators	Correlation (r)			Coefficients	
		R	Sig	Explanation	Alpha Cornbach	Explanation
Corporate Image (X ₁)	X1.1	0.933	0.000	Valid	0.902	Reliable
	X1.2	0.889	0.000	Valid		
	X1.3	0.952	0.000	Valid		
Perceived Value (X ₂)	X2.1	0.858	0.000	Valid	0.888	Reliable
	X2.2	0.919	0.000	Valid		
	X2.3	0.933	0.000	Valid		
Customer Satisfaction (Y)	Y1.1	0.856	0.000	Valid	0.881	Reliable
	Y1.2	0.912	0.000	Valid		
	Y1.3	0.933	0.000	Valid		

(Source: Data Processed, 2017)

Based on Table 3 shows that the whole item of questions for the variable is valid because it is above the critical value $r_{table} = 0.247$ (Spearman Rho table, $df = (\alpha = 0.05, n - 3 = 42)$) so that items such instruments can be used to measure the variables study. the average value of r obtained count is higher than the critical value ($> CR$) of 0.30 and when seen from the average value of r count compared with the average r table, the average r count is higher than r table is 0.288 ($n = 45, = 5\%$ significance level).

Table 3 shows that the total value of the items of all the variables indicated reliable. It can be seen from Cronbach's alpha value of each variable both independent variables and the dependent variable has an average

value of reliable ie above 0.60. So it can be said to be all variables construct valid and reliable so that it can be accepted and used for further statistical analysis

Result of Multiple Linear Regression Analysis

Multiple Regression Analysis

The following Table 4, is a summary of the summary table models, coefficients , and ANOVA .

Table 4. Multiple Regression Test

	Regression Coefficient (b)	Std. Error	Beta	t _{count}	Sig.	Description
Constanta	2.298	1.210		2.899	0.004	
X ₁	0.208	0.149	0.231	2.994	0.001	Significant
X ₂	0.623	0.169	0.610	3.677	0.001	Significant
R (Multiple R)	=		0.815			
R Square	=		0.664			
Adjusted R Square	=		0.648			
F _{count}	=		41.444			
t _{table}	=		1.679			
F Sig.	=		0.000			
α	=		0.05 (5%)			

(Source: Data Processed, 2017)

Based on Table 4 can be written in the form of regression equation Coefficients Standardized forms obtained by the following equation: $Y = 2.298 + 0.208X_1 + 0.623X_2$

Explanations:

X₁ = Corporate Image

X₂ = Perceived Value

Y = Customer Satisfaction

The regression equation can be explained as follows :

1. Constanta value of 2.298 independent variables consist of corporate image or X₁ , X₂ or perceived value , increased by 1 scale , customer satisfaction will be increased by +2.298 units .
2. The regression coefficient of 0.208 means corporate image, if corporate image increased by +1 scale in the answers of respondents will increase customer satisfaction by 0.208.
3. The regression coefficient of 0.623 means the perceived value, if perceived value increases by +1 scale in the answers of respondents will customer satisfaction intention by +0.623.

Correlation Coefficient and Determination Coefficient Test Results

The influence of corporate image, and perceived value can be seen via the correlation coefficient is mainly used to customer satisfaction to consumers in wedding organizer in Manado. The correlation coefficient R is 0.815 or this suggests that the influence of corporate image, and perceived value to the customer satisfaction, have a positive effect for 0.815, or 81.5% .

Coefficient of Determination results, or R square (r²) is 0.664 which showed that 66.4% of consumers satisfaction on wedding organizer in Manado, influenced by corporate image variable, and perceived value variable while the rest of variable which is 0.336 or 33.6 % (1-0.664 = 0.336 or 100 % - 66.4 % = 33.6%) influenced by other causes are not examined in this study .

Hypotesis Testing

Hypothesis Testing Simultaneously (F Test)

Hypothesis testing jointly carried out by using F Test. F Test performed to test the significance of the relationship between independent variables and the dependent variable overall. The test results obtained as follows:

Table 5. ANOVAANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132,681	2	66,341	41,444	,000 ^b
	Residual	67,230	42	1,601		
	Total	199,911	44			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

(Source: Data Processed, 2017)

The test results for the overall regression model variables indicate the value of F count = 41.444 with 0.000 significance. By using the 0.05 limit (5 per cent). The results found that the significance value less than 0.05 (<5 per cent). With the direction of the positive coefficients, thus found that the hypothesis that the variable corporate image, and perceived value together have a significant effect on customer satisfaction is accepted or proven. Thus H₁ is accepted.

Partial Hypothesis Testing (t Test)

To see the effect of the partial between corporate image (X1), and perceived value (X2), can be seen in Table coefficient in Table 7.

Table 6. CoefficientsCoefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2,298	1,210		2,899	,004		
	X1	,208	,149	,231	2,994	,001	,291	3,439
	X2	,623	,169	,610	3,677	,001	,291	3,439

a. Dependent Variable: Y

(Source: Data Processed, 2017)

Based on Table 7:

1. Corporate image variable, t count 2.994 > t table 1.679, thereby H_a accepted, and reject H_o who claim there is no influence of corporate image to customer satisfaction. Thus the second hypothesis which states there is the influence of corporate image to customer satisfaction is accepted or proven. Thus H₂ is accepted.
2. Perceived value variable, t count 3.677 > t table 1.679, thereby H_a accepted, and reject H_o who claim there is no influence of perceived value to customer satisfaction. Thus the third hypothesis which states there is the influence of perceived value to customer satisfaction is accepted or proven. Thus H₃ is accepted.

Discussion

Impact of Corporate Image To Customer Satisfaction

Based on the test that the t test statistics can be explained that the effect on consumer corporate image on customer wedding organizer in Manado with a significant coefficient. Results of this study together and support previous research from research of Hu and Huang (2011), in the study found that corporate image variables affect the customer satisfaction. In this study also found to corporate image influenced to customer satisfaction. These results prove or reinforce previous research. Comparison between this research and previous research (Hu and Huang, 2011) has the same finding that corporate image has affect to customer satisfaction. This finding strengthen the relation between corporate image variable and customer satisfaction variable, especially in wedding organizer customer in Manado who needs wedding organizer services e.g wedding management, photo booth, photo studio, and other services. This indicates that the consumer wedding organizer in Manado, corporate image variable impact on consumer satisfaction particularly in the city of Manado. These impact customer in wedding organizer which are: female, young, high education, and middle class income.

Impact of Perceived Value To Customer Satisfaction

Based on the test that the t test statistics can be explained that the effect on consumer perceived value on customer wedding organizer in Manado with a significant coefficient. Results of this study together and support previous research from research of Kharim et al (2014), Ariff et al (2012), Raji and Zainal (2016), in the study found that perceived value variables affect the customer satisfaction. In this study also found to perceived value influenced to customer satisfaction. These results prove or reinforce previous research. Comparison between this research and previous research (Kharim et al, 2014, Ariff et al, 2012, Raji and Zainal, 2016) has the same finding that perceived value has affect to customer satisfaction. This finding strengthen the relation between perceived value variable and customer satisfaction variable, especially in wedding organizer customer in Manado who needs wedding organizer services e.g wedding management, photo booth, photo studio, and other services. This indicates that the consumer wedding organizer in Manado, corporate image variable impact on consumer satisfaction particularly in the city of Manado. These impact customer in wedding organizer which are: female, young, high education, and middle class income. Variables associated with perceived value, the item in question questionnaire that the quality of services or products provided by wedding organizer exceeded expectations klain perceived by consumers responded positively to the wedding organizer and encourage them to feel satisfied with a wedding organizer. Perceived value for a variable, the question item questionnaire that is diverse benefits offered and provided wedding organizer exceeds the perception of the value expected by the client becomes an important factor for consumers wedding organizer to be satisfied with the wedding organizer.

CONCLUSSION AND RECOMMENDATION

Conclusion

Conculsion of this research are:

1. Based on the results of hypothesis testing in particular the model of the research found that the research model consisting of : corporate image, and perceived value has a positive and significant influence on customer satisfaction. This model applies on wedding organizer customer in Manado.
2. Based on the results of hypothesis testing found that corporate image has significant and positive impact on customer satisfaction on wedding organizer customers in Manado. Corporate image become the second highest impact variable on customer satisfaction in this research.
3. Based on the results of hypothesis testing found that perceived value has significant and positive impact on customer satisfaction on wedding organizer customers in Manado. Perceived value become the most highest impact variable on customer satisfaction in this research.

Recommendation

Recommendations of this research are:

1. Wedding organizer need to pay attention and focus the company's marketing strategy effectively and efficiently. This can be achieved through the identification of factors that can motivate consumers to make a favorable exchange value of the company. It is, among others, through the identification of customer satisfacdction. Based on the findings of the wedding organizer in Manado should focus on perceived value and corporate image to increase customer satisfaction on the companies.
2. Event organizer in order to increase consumer satisfaction hence must increase corporate image level and level of perceived value where both of these variables must be perceived positively and well by consumer event organizer in Manado.
3. Other researchers are focusing on the research field of management science and the science of marketing management needs to pay attention to these findings by replicating the results of this research on the object of other research in other Internet-based companies.

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