

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION

(Study at Yamaha Authorized Dealer PT. Sumber Mustika Cahaya)

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This study aims to determine the effect of service quality and price on customer satisfaction at PT. Source of Mustika Light. The research population is 150 people. This study uses a quantitative method that uses the variables of service quality and price as independent variables and consumer satisfaction as the dependent variable. The data collection process is carried out online for distribution. With a research questionnaire that uses multiple linear analysis methods using the IBM SPSS version 26 application. The results of this study indicate that service quality has a positive and significant effect on customer satisfaction. Price has a positive and significant effect on customer satisfaction.

Keywords: Quality of service, price, customer satisfaction

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