

ABSTRACT

Effect of Service Quality and Price on Myrepublic Customer Satisfaction at Tangerang

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This study aims to examine the effect of service quality and price on MyRepublic customer satisfaction in Tangerang. This research method belongs to the quantitative descriptive, the research approach in this study is associative. The sampling technique used by researchers is non-probability sampling using a purposive sampling technique with a total of 100 respondents. The results showed that there was a significant influence between service quality and customer satisfaction of the Myrepublic internet provider in Tangerang, with the tcount for the Service Quality variable (X1) of $8.404 > 1.660$. There is a significant influence between price on customer satisfaction of the internet provider Myrepublic in Tangerang with the tcount for the price variable (X2) of $6.201 > 1.660$. Based on testing the coefficient of determination the percentage of influence between service quality and price on customer satisfaction for Myrepublic internet customers in Tangerang is 12.5%, while the remaining 87.5% is influenced or explained by other variables not included in this study.

Keywords: Service Quality, Price, Customer Satisfaction