

ABSTRACT

The number of online motorcycle taxi transportation services creates fierce competition, only companies that are able to provide quality services and make satisfied customers who will survive. This has been proven in previous studies that said good service quality, prices that match quality, together have a significant effect on customer satisfaction. This is different from the reality at PT. Go-Jek Indonesia that has done good service, but there are still customers who complain about poor service and expensive prices have an impact on customer satisfaction. So far, there has been no research on service quality that is influenced by price, so in this study, researchers want to include the influence of prices on service quality, and customer satisfaction. This study aims to explain the effect of service quality that is moderated by price using a mean non-hierarchical statistical cell. Respondents used were 120 respondents. The results of this study found that good service quality affects customer satisfaction, service quality which is moderated by price increases customer satisfaction and specifically the group with the perception of high prices, groups that have high service quality perceptions are more satisfied than those who have a low perception of service quality. This study uses nonhierarchical statistical analysis method of cell mean in service quality to customer satisfaction which is moderated in price.

Keywords: *service quality, price, customer satisfaction*