

ABSTRACT

Title : *The Effect of Price, Product Quality and Service Quality Spunbound Bag on Customer Satisfaction*
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This study aims to determine the effect of Price, Product Quality, and Service Quality on Customer Satisfaction of Spunbound Bags. The independent variable consists of Price, Product Quality and Service Quality. The dependent variable consists of customer satisfaction. This research was conducted on the customers of the Spunbound Bag in the Tulunggung area with a total of 140 respondents. Research respondents were determined using purposive sampling technique. The data was collected by distributing questionnaires using a 4-point Likert scale to measure 28 indicators. The data analysis technique used multiple linear regression analysis. The results of this study prove that price does not have a positive and significant effect on customer satisfaction, product quality has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction, then price, product quality and service quality together have a positive and significant effect. significant on customer satisfaction.

Keyword : Price, Product Quality, Quality Service and Customer Satisfaction