

ABSTRACT

EKA YANTI KESUMA, Influence of product quality, quality of service, and price on customer satisfaction At Snapy Kemang, Jakarta Selatan (Supervisor by I'in Endang Mardiani).

This research aims to find out how the influence of product quality, quality of service and price on customer satisfaction at Snapy Kemang, Jakarta Selatan.

The population used in this study was all consumers Snapy Kemang, Jakarta Selatan. The sample used in this study was a consumer Snapy Kemang who've scored at least twice in the last three months in snapy kemang, jakarta selatan which amounted to 115 respondents. As for the methods used in sampling is by purposive sampling methods analysis method of saturated, which is testing the validity of a test questionnaire respondents, 30 test reliability trials 30 respondents, questionnaire analysis multiple linear regression , T-test, and F-test by using statistic software program assistance.

Results of the study showed that there were significant effects on the customer satisfaction of variable product quality and quality of service with value significant of 0,000 and results of the study shows that there were significant effects on the customer satisfaction of variable price with value significant of 0,001. There is significant effects variable product quality, quality of service and price together against variable customer satisfaction with the significant value of 0,000.

Keywords: Product quality, Quality of service, Price and Customer satisfaction