

ABSTRACTION

Research Title : **Effect of Price and Service Quality on Customer Satisfaction at the Bandar Market Tety Shop**

Supervisor : **Drs. H. Achmad Zainuri, MM**
: **ling Sri Hardiningrum, S.Pd., MM**

Student Name : **Dwi Wahyuni NPM : 15.13021.0512**

This study aims to analyze the price and quality of service to customer satisfaction at the Bandar Market Tety Shop.

The population in this study were customers at the market market shop. Sampling using Accidental Sampling method, by determining the number of samples using the formula yamane and isaac and mischel so that respondents can be obtained as many as 83 people. Data is obtained through observation, interviews, literature studies, questionnaires (questionnaires), and documentation. This study uses a validity test, reliability test, classical assumption, and multiple linear regression analysis. The hypothesis is tested by t test and F test.

From processing data with the help of software SPSS 16.0, the results of multiple linear regression analysis are obtained with the equation $Y = 1.541 + 0.317 X_1 + 0.390 X_2$. Simultaneous testing shows that variable prices and service quality significantly affect customer satisfaction. Shown by the value of F count > f table that is $183.477 > 2.72$ with the value of sig. 0,000. The results of partial testing of the two variables, namely the variable price and service quality have a significant effect. This is indicated by the value of t count > t table for the price variable which is $4.337 > 1.664$ with the sig value. 0,000. For service quality variables, the value of t count > t table is $6.164 > 1.664$ with the value of sig. 0,000.

Keywords: Price, Service Quality, Customer Satisfaction