

ABSTRACT

This study aims to determine the effect of product quality and price on customer satisfaction (survey on Indosat Ooredoo customers in Bandung) simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 100 respondents. Testing research instruments using validity and reliability tests. Data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination. The results showed that there was a positive and significant effect between product quality and price on customer satisfaction. The magnitude of the effect of product quality and price on customer satisfaction simultaneously was 59.3% and the remaining 40.7% was influenced by other variables not examined. Partially the magnitude of the effect of product quality on customer satisfaction by 17.7% and the effect of prices on customer satisfaction by 41.6% so it can be concluded that product quality provides the greatest influence on customer satisfaction.

Keywords: Customer quality, Price, and Customer Satisfaction.