

ABSTRACT

In this study, it started with the discovery of problems regarding high customer dissatisfaction caused by low service quality and prices that can compete with other online buying and selling sites. Customer satisfaction is a very important factor to consider in a business. Customer satisfaction is a very important factor to consider in a business. This study aims to determine the effect of service quality and price on customer satisfaction at Shopee simultaneously or partially. Respondents in this study were students of the management study program of FEB, Pasundan University Bandung, totaling 100 respondents from a population of 1,386 students. The research method used is descriptive and verification research methods. The sampling technique in this study used Proportional Random Sampling using the Slovin formula. Testing research instruments using validity and reliability tests. The data analysis method used is multiple regression analysis, multiple correlation analysis, hypothesis testing and the coefficient of determination. Based on the research results, it shows that service quality and price have a simultaneous effect, namely a positive and significant effect on customer satisfaction by 84.1% while the remaining 15.9% is the influence of other variables not examined. Partially it shows that service quality has a greater influence, namely 46.3% has a positive and significant effect on customer satisfaction, and price has a 37.7% positive and significant effect on customer satisfaction.

Keywords: Service Quality, Price and Customer Satisfaction