

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan dan harga terhadap keputusan pembelian serta dampaknya pada kepuasan konsumen (studi kasus pada penumpang PTrans Shuttle Purwakarta) secara parsial maupun simultan. Metode analisis data yang digunakan dalam penelitian ini yaitu analisis jalur (*path analysis*), korelasi berganda, koefisien determinasi, uji hipotesis simultan dan uji hipotesis parsial. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kualitas layanan, harga dan keputusan pembelian terhadap kepuasan konsumen secara simultan sebesar 52,4% dan sisanya 47,6% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini. Pengaruh kualitas layanan terhadap keputusan pembelian secara parsial sebesar 43,7%. Pengaruh harga terhadap keputusan pembelian secara parsial sebesar 22,4%. Pengaruh kualitas layanan terhadap kepuasan konsumen secara parsial sebesar 29,2%. Pengaruh harga terhadap kepuasan konsumen secara parsial sebesar 5,6%. Pengaruh keputusan pembelian terhadap kepuasan konsumen secara parsial sebesar 17,3%. Disimpulkan bahwa variabel kualitas layanan memberikan pengaruh paling besar terhadap variabel kepuasan konsumen.

**Kata kunci : Kualitas Layanan, Harga, Keputusan Pembelian dan Kepuasan Konsumen**

## **ABSTRACT**

*This study aims to determine the effect of service quality and price on purchasing decisions and their impact on customer satisfaction (a case study on PTrans Shuttle Purwakarta passengers) partially or simultaneously. The data analysis methods used in this study are path analysis, multiple correlation, coefficient of determination, hypothesis testing and partial hypothesis testing. The results showed that there was a positive and significant influence between service quality, price and purchasing decisions on consumer satisfaction simultaneously by 52.4% and the remaining 47.6% influenced by other variables not examined in this study. The effect of service quality on purchasing decisions partially is 43.7%. The effect of price on purchasing decisions partially is 22.4%. The effect of service quality on customer satisfaction partially is 29.2%. The effect of price on consumer satisfaction partially is 5.6%. The effect of purchasing decisions on consumer satisfaction partially is 17.3%. It was concluded that the service quality variable had the greatest influence on the consumer satisfaction variable.*

***Keywords: Service Quality, Price, Purchase Decision and Customer Satisfaction***