

## **ABSTRACT**

*This study aims to determine how much influence Price and Process have on customer satisfaction As well as to answer the formulation of the problem regarding Price, Process and customer satisfaction. The research method used is descriptive and verification methods with a total sample of 50 respondents. Price is a requirements factor in the trucking business, and than process is also a requirements factor in the trucking business. Customer satisfaction is a factor which to decide how is the customer outlook towards a service has given and felt it.*

*Testing the research instrument using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, coefficient of determination and using SPSS 22 tools. The results showed that there was a positive and significant influence between price and process on customer satisfaction.*

*The magnitude of the influence of price and process on customer satisfaction simultaneously is 56,4% and the remaining 43,6% is influenced by other variables not examined. Partially the magnitude of the effect of price on customer satisfaction is 23,6% and the effect of process on customer satisfaction is 32,8%, so it can be concluded that process has the greatest influence on customer satisfaction.*

***Keywords: Price, Process, Customer Satisfaction***