

ABSTRACT

This research aims to examine the influence of price and people on consumer satisfaction at PT JNE Bandung City. The approach in this research uses a quantitative approach the method in this research is survey research by collecting data through questionnaires distributed to PT JNE consumers in Bandung City. The research sample consisted of 99 respondents who were randomly selected using data analysis using multiple correlation techniques.

The research results show that price and people have a significant influence on consumer satisfaction. Competitive prices and good delivery quality can increase consumer satisfaction. Therefore, PT JNE Bandung City needs to consider a more competitive pricing strategy and continue to improve delivery quality to ensure higher consumer satisfaction.

This research also provides practical insights for logistics companies in developing competitive pricing strategies and improving delivery quality to meet consumer expectations. This can help companies to attract new consumers, which in turn can contribute to business growth and profitability.

Keywords : Price, *People*, Consumer Satisfaction