

ABSTRACT

This research began with the dicover of the problem of low customer satisfaction. The problem in this research was low customer satisfaction caused by low price perception and service quality. This research to determine the influence of price perception and service quality on customer satisfaction at Sultan Agung Resto simultaneously and partially. The research method used was descrotive dan verification methods with a sample size of 100 respondents. The data analysis method used multiple linear regression analysis, multiple correlation and coefficient of determination.

The research results show that there is a positive and significant influence between price perception and service quality on customer satisfaction. The magnitude of the influence of price perception and service quality on customer satisfaction is simultaneously 62,7% and the remaining 37,3% is influenced by other variables not studied. Partially, the influence of price perception on custome satisfaction is 16,5%. Service quality on customer satisfaction is 46,5%. So it can be concluded that price perception has the greatest influence on customer satisfaction.

Keywords : Price Perception, Service Quality, and Customer Satisfaction