

## **Abstrack**

*Based on Data from Directorate of Coaching Courses and Training Indonesia, There are 11.027 Learning Guidance Institutions with operational licenses. One of the factors for a learning counseling institution to obtain and retain customers is to provide quality service and price in accordance with the needs and desires of consumers. Tridaya Tutoring Institution is one of the Tutoring Institution located in Bandung City. Tutoring in Tridaya utilizes the quality of service and price to attract consumer attraction. This study aims to determine the effect of Service Quality and Price on Customer Satisfaction. And to know how much influence the Quality of Serving and Price to Customer Satisfaction. This research uses quantitative method with descriptive research type. Using non probability sampling technique; purposive. Samples that has been taken from this research is from 100 people who use the services from tutoring in Tridaya in the Year 2017/2018. From result of research can be concluded that Service Quality at Tutoring Tridaya Bandung produce percentage equal to 76,2%. These values fall into the high category. While the price factor produces a percentage of 78.1%. These values fall into the high category too. Regression model  $Y = 3.598 + 0,264X_1 + 0,411X_2$  which mean every increase of 1 level of Service Quality will increase customer satisfaction 26,4%. And every 1 level increase Price will increase customer satisfaction 41.1%. The result of R<sup>2</sup> explains that 46,7% satisfaction of Bimbel Tridaya Bandung influenced by Service Quality and Price and the rest equal to 53,3% influenced by other factors that hasnt been research yet such as Tutoring Tridaya location, Promotion, etc.*

*Key word: service Quality, Price, Consumer Satisfaction*