

## ***ABSTRACT***

As the passes by, the creative industry in Indonesia began to develop and is widely known by the public. look in the city of Bandung, many distributions and clothing have sprung up, so many people are starting to use and buy Reclays products. This is because because the Reclays offer a fairly cheap price compared to other competitors. With a study entitled "service quality and price to customer satisfaction at Distro Reclays Bandung"

This research uses descriptive and causal research types with quantitative approaches. The data collection used is primary data from questionnaires and data obtained directly from respondents and secondary from book sources, scientific magazines and related party documents. Sampling was conducted using a non-probability sampling method purposive sampling with the number of respondents taken as many as 100 respondents who have purchased the Distro Reclays Bandung product. Then for analytical techniques using multiple linear regression analysis and data processing using SPSS software version 16.

Based on the results of tests on the overall results of partial hypotheses show Service Quality and price variables that have an influence on impulsive purchases. This figure shows the coefficient of determination (KD) of 87,4%. This shows that the independent variable, namely service quality and price, is dependent on the dependent variable, namely customer satisfaction at 87.4% while the remaining 12.6% is needed by other factors not related in this study such as promotion and brand image.

**Keywords: Service Quality, Price, and Customer Satisfaction, Reclays Distro Bandung.**