

Abstract

Today's business world is already very developed rapidly, and in the current modern era, it is also inseparable from the competition in the business world and the increasingly fierce industrial world. Of course, corporate companies are required to be more creative and innovative to achieve and increase customer satisfaction, especially companies engaged in services that are getting faster and faster. One of the factors that companies can compete in the market is to provide prices that are in accordance with the wishes of the market, and provide good quality customers, thus creating consumer satisfaction. This study aims to determine the Effect of Price and Service Quality on Customer Satisfaction. The method used in this study is a quantitative method. This study used an ordinal scale. The population of this study is consumers who have used JNE delivery services in Pematangsiantar.

The results of the study were partially known that the price had a positive and significant effect on consumer satisfaction obtained by counting (3.423) > t_{table} (1.984) and a significant level of 0.001 < 0.05. It is partially known that the Quality of Service has a positive and significant effect on customer satisfaction obtained by counting (10.192) > t_{table} (1.984) and a significant level of 0.000 < 0.05.

Keywords: Price, Quality of Service, Customer Satisfaction