

ABSTRACT

This study aims to determine the effect of service quality, namely tangible (physical evidence), reliability, responsiveness, assurance, empathy (empathy service), and price, namely price affordability, price suitability with product quality, price competitiveness, price suitability with benefits on consumer satisfaction at the PT. Hayati Pratama Mandiri Service Bureau. This study uses a descriptive research method with a quantitative approach. The population in this study were consumers of PT Hayati Pratama Mandiri with a sample of 368 people. Sampling was carried out using a purposive method. Data collection techniques using questionnaires. Data analysis was carried out using descriptive analysis techniques and multiple linear regression analysis.

The results of the study showed that service quality, namely tangible (physical evidence), reliability, responsiveness, assurance, empathy (empathy service) and price, namely price affordability, price suitability with product quality, price competitiveness, price suitability with benefits had a positive and significant effect on consumer satisfaction.

Keywords: Service quality, price, and consumer satisfaction