

**PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP
KEPUASAN PELANGGAN KERETA API PRAMEKS
JURUSAN JOGJA – SOLO DI STASIUN TUGU YOGYAKARTA**

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ABSTRACT

This research looks into the influence of the service quality and price to customer satisfaction. The objective of this research is to test and analyse 1). To determine the service quality and significant positive effect on customer satisfaction. 2). To determine the price and significant positive effect on customer satisfaction. 3). To determine the quality of service and price together positive and significant impact on customer satisfaction. This research used primary data through a survey of 150 respondents. SPSS was used to analyze the data, using version 21.0 software. The result of this research has shown that 1). Quality of service and significant positive effect on customer satisfaction. 2). The price is positive and significant impact on customer satisfaction. 3). The quality of service and price together positive and significant impact on customer satisfaction.

Keywords : Service Quality, Price, and Customer Satisfaction.