

ABSTRACT

Eko Wahyu Hidayat, 2024. **The Influence of Service Quality and Price on Customer Satisfaction at Belva Food Tembelang Jombang.** Supervisor I Dra. Hj. Aslichah, M.Si., Supervisor II Evan Andarianto Ammaridho, SE., MM.

This research aims to analyze and explain the influence of service quality and price on customer satisfaction and to find out which independent variables are partially very influential.

This type of research is descriptive quantitative research. The sampling technique used was Random Sampling with a sample of 105 Belva Food Tembelang Jombang customers. Researchers used descriptive analysis, data quality tests (validity and reliability tests), classical assumption tests (normality, multicollinearity and heteroscedasticity tests), and hypothesis tests (multiple linear regression tests, partial tests (t-test), simultaneous tests (test F), and coefficient of determination test).

The results of this research show that the service quality and price variables have a positive and significant effect on the customer satisfaction variable, which means that the higher the service quality and price, the more customer satisfaction will increase. Meanwhile, the most influential in customer satisfaction is the price variable as proven by the t-test where the calculated t value is greater than the service quality variable.

Keyword: *Service Quality, Prices, Consumer Satisfaction*