ABSTRACT

The development of increasingly dynamic business world along with the increasing demand of the community for products and services to meet all their needs. In order to maintain the continuity of business in the middle of a very competitive business competition, a company should give satisfaction to its customers. Factors that may affect the customer's satisfaction is the service quality, price and customer value. The object of the research is the workshop car salon“Thrive” which salon auto detailing, where lately the decline the number of dissatisfied customers due to service car salon“Thrive”. On this basis then this research raised the variable service quality, price and customer value to see its effect on satisfaction of the customers car salon“Thrive”

The population in this research customers who do car maintenance at repair salon“Thrive” whose number unknown. The sample in this study were 100 respondents. Sampling techniques in this research was conducted with the Purposive Sampling technique. Its data type is primary. Method of data collection using the questionnaire. Analysis technique used is multiple regression.

The result analysis using SPSS shows that: (1). Service Quality influence to Customer Satisfication. (2). Price influence to Customer Satisfication. (3). Customer value influence Customer Satisfication.

Keywords : Service Quality, Price, Customer Value, and Customer Satisfication

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