

ABSTRACT

This study aimed to determine the effect of quality service, price and people perception towards customer satisfaction. Exogenous variables in this study is the quality of service, price perception and people. Whereas customer satisfaction to be endogenous variable. In this research, data collection was conducted through literature research, field research and documentation by distributing questionnaires to all customers PT.Visionet International. Based on the results of data processing was found that the quality of service, price perception and people has a significant influence on customer satisfaction. The conclusion of this study, to gain customer satisfaction, companies must be able to improve service quality, suitable price and improve the skills of the workforce (People)

Keywords: *quality of service, price perception, people, customer satisfaction*



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan, persepsi harga dan people terhadap kepuasan pelanggan. Variabel-Variabel Eksogen dalam penelitian ini adalah kualitas layanan, persepsi harga serta people. Sedangkan kepuasan pelanggan menjadi variabel Endogen. Dalam penelitian ini pengumpulan data dilakukan melalui penelitian kepustakaan, penelitian lapangan dan dokumentasi dengan menyebarkan kuesioner kepada semua pelanggan PT.Visionet Internasional. Berdasarkan hasil pengolahan data didapatkan bahwa kualitas layanan, persepsi harga dan people mempunyai pengaruh yang signifikan terhadap kepuasan pelanggan. Kesimpulan dari penelitian ini, untuk mendapatkan kepuasan pelanggan, perusahaan harus dapat meningkatkan kualitas layanan, harga yang sesuai dan meningkatkan keahlian dari tenaga kerja (People)

Kata kunci : kualitas layanan, persepsi harga, people, kepuasan pelanggan

