

ABSTRACT

Manufacturing of switchboard and cable support system is growing very rapidly for prospective business in Indonesia. Therefore, many new players are getting involved in the same product. See the condition of this company should still maintain a very good service, product quality and satisfactory but the price is relatively low.

This paper aims to understand the satisfaction of the consumer products and the price of PT Trias Indra Saputra Jakarta. The object of this final research paper is PT Trias Indra Saputra's customers in the JaBoDeTaBek area both primary and secondary data, are used in this research. The primary data were obtained from the questionnaire given to the respondents, namely PT Trias Indra Saputra's customers directly and secondary data obtained from the marketing books a working paper to support the writing of this paper.

This research considers that the variable product and price are factors that are important in measuring customer satisfaction. This research is a descriptive in nature with the technique analysis factors, while sampling method for this research with convenience sampling. Questionnaires were sent via email, fax machine, met directly face to face and through sales assistance. To the respondents reached 100 respondents.

It is concluded that the variable is considered a product that is the product offered is quite well known to the percentage of 13.75% and variable rates for services provided is quite fast, especially in terms of price quote request to the percentage of 20.75%.

It was found that some most important variables which contribute to customer satisfaction and the management of PT Trias Indra Saputra can make this research as the basis for the permanent increase of more attention to these variables and other variables to support the product and factor prices.