

## **ABSTRACT**

*The research aims to identity and the influence of Price Perception, Service Quality and Brand Image on Customer Satisfaction (Case Study on PO Dharma Raya Safari Destination Jakarta - Yogjakarta). Sampling technique in this research is Purposive Sampling. The collected data was analyzed using SPSS version 23. Data analysis was done through multiple linear regression analysis. The results showed that the variables of Price Perception, Service Quality and Brand Image has positive and significant effect on Customer Satisfaction. The variable of Perception Price has positive effect and significant on Customer Satisfaction with t-test value  $4,989 > 1,96$ . The variable of Service Quality has positive effect and significant on Customer Satisfaction with t- test value  $5,095 > 1,96$  and the variable of Brand Image has positive effect and significant on customer satisfaction with t-test value  $5,702 > 1,96$ .*

**Keyword** : Price Perception, Service Quality, Brand Image, Customer Satisfaction.

## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh Persepsi Harga, Kualitas Pelayanan dan Citra Merek terhadap Kepuasan Pelanggan ( Studi Kasus pada PO. Safari Dharma Raya Tujuan Jakarta – Yogjakarta). Teknik Pengambilan sampel dalam penelitian ini yaitu *Purposive Sampling*. Data yang terkumpul dianalisis menggunakan SPSS versi 23. Analisis data dilakukan melalui analisis regresi linier berganda. Hasil penelitian menunjukan bahwa variabel Persepsi Harga, Kualitas Pelayanan dan Citra Merek berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. Variabel Persepsi Harga berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan dengan nilai uji t  $4,989 > 1,96$ . Variabel Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan dengan nilai uji t  $5,095 > 1,96$ . Variabel Citra Merek berpengaruh positif dan signifikan terhadap kepuasan Pelanggan dengan nilai uji t  $5,702 > 1,96$ .

**Kata kunci:** Persepsi Harga, Kualitas Pelayanan, Citra Merek, Kepuasan Pelanggan.