***ABSTRACT***

Lidya Eka Putri / 21150043 / 2019 / *The* *Effect of Price and Product Quality on Customer Satisfaction of Samsung in Kelapa Gading, North Jakarta* / Dr. Drs. Tony Sitinjak, M.M.

*Currently smartphone users in Indonesia continue to increase. A research institute says that Indonesia is ranked fifth in the list of the largest smartphone users in the world. The increased sales of Samsung smartphones from 2009 to 2013 will certainly make this manufacturer will maintain and increase sales the following year.*

*In this study, the authors use theories to better understand the understanding and concepts related to the discussion of this thesis. These theories include: Price Theory, Product Quality and Customer Satisfaction. The variables in this study are divided into two types, namely independent variables and dependent variables. The independent variable in this study is Price and Product Quality, while the dependent variable in this study is Customer Satisfaction.*

*Sampling in this study were 120 respondents conducted by distributing questionnaires in the form of google form. The object of this study was respondents of Samsung smartphone users in the Kelapa Gading Region. While that will be sampled in this study are Samsung user consumers. The sample procedure uses nonprobability sampling and uses the judgment sampling method, where the sampling is in accordance with the criteria that have been determined by the author as the consideration factor, ie respondents who use Samsung smartphones in the Kelapa Gading Region. The data analysis technique used is the validity test, reliability test, descriptive analysis, classic assumption test, and multiple linear regression using SPSS 20.0.*

*The results of this study indicate that the price variable has a positive and significant effect on customer satisfaction while product quality has a positive and significant effect on customer satisfaction.*

*The conclusion of this study is that the price is proven to have a positive and significant effect on customer satisfaction while product quality has a positive and significant effect on customer satisfaction. The author suggests that Samsung can continue to improve the quality of its products so that more people are interested in Samsung smartphones and buy their products and Samsung can continue to compete in prices with other smartphone brands so that they can maintain their presence in the smartphone market competition.*

*Keywords: Price, Product Quality, Customer Satisfaction*