# ABSTRCT

Prisca Edelwise Eukaristia/24150163/ 2019/ The Effect of Service Quality and Price on Customer Satisfaction and the impact in Customer Loyalty KRL route Jakarta-Bogor/ Pembimbing: Dr. Tony Sitinjak, M.M.

The increasing population, making mobility in some cities higher. One of the services sector which has a vital role in supporting mobility is the transportation service sector. This study aims to find out and get an idea of the influence of service quality and price on customer satisfaction and the impact in customer loyalty KRL route Jakarta-Bogor.

The theory underlying this research is the theory of service quality, price, customer satisfaction, and customer loyalty. Service quality is characteristics of a product or service that bear on its ability to satisfy stated or implied needs and price is a number of values exchanged by consumers to obtain benefits or use for products or services. And then customer satisfaction is determined as feeling happy or disappointed from the difference between the use of service or product to expectations. While consumer loyalty is a commitment held to buy or reuse products or services.

In this study, data were collected using communication study, namely by distributing online questionnaires through social media to 150 respondents who have used KRL services route Jakarta-Bogor. The sampling technique used is non-probability sampling, which is non-random sampling. The approach used in this study is a convenience sampling. The data analysis was carried out by using structural equation modeling (SEM), also known as Partial Least Squares (PLS).

The results of the research obtained by the researcher showed that (1) service quality had a positive effect on customer satisfaction, (2) Price had a positive effect on customer satisfaction, and (3) customer satisfaction had a positive effect on customer loyalty.

Key words: Services, Services Quality, Price, Customer Satisfaction, Customer Loyalty