**ABSTRACT**

*Yusuf Andriady Setiawan / 26150275 / 2019 / Effect of Service Quality and Price Perception on Customers Satisfaction of GrabCar in North Jakarta / Advisor: Rita Eka Setianingsih, S.E., M.M.*

*In this era of globalization, people in metropolitan countries have a tight timeline, people need everything instantly like trasportation. It’s supported by the rapid development of technology. Smartphone is a technology that is quite widely used in daily life. Grab is a transportation online service that can be accessed using the Grab application via smartphone. Grab is run by drivers who are affiliated with the Grab partner. Currently, we have a lot of online transportation that is similar to Grab. Not wanting to be left behind, Grab also provides a service called GrabCar. Therefore, the researcher is interested to conduct research entitled the effect of Service Quality and Price Perception to GrabCar Customer Satisfaction in North Jakarta.*

*The theory used to support this research is the definition along with the indicators of quality of service, price perception, and customer satisfaction.*

*The object of this research is Service Quality, Price Perception, Customer Satisfaction of GrabCar. Data collection method in this research using communication method and sampling using non probability sampling with judgment sampling technique. Therefore, the questionnaires were distributed through Google Docs with 165 respondents using the GrabCar. The procedure used for model testing and data processing using SPSS 23.0 application.*

*The output of SPSS 23.0 show that service quality and price perception have a positive and significant effect to the satisfaction of GrabCar customers in North Jakarta.*

*The conclusion of this research is quality of service prove to have positive and significant effect to customer satisfaction and price perception proved to have positive and significant effect to customer satisfaction.*

*Keywords: Service Quaality, Price Perception, Customer Satisfaction*