

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas pelayanan, citra merek, dan harga terhadap kepuasan pelanggan pada Tria Honda Motor Service Surabaya.

Metode penelitian dalam penelitian menggunakan metode pendekatan kuantitatif dan populasi yang digunakan dalam penelitian ini adalah semua konsumen yang menggunakan pelayanan dan fasilitas di bengkel tersebut dengan besar sampel yang diambil sebanyak 100 responden. Teknik penentuan sampel penelitian ini menggunakan *accidental sampling* dan pengumpulan data menggunakan kuisioner yang di bagikan pada konsumen yang berada di Tria Honda Motor Service Surabaya.

Teknik analisis data yang di gunakan adalah metode analisis deskriptif, uji instrumen data dengan uji validitas dan uji reabilitas, analisis deskriptif, analisis regresi linier berganda, uji asumsi klasik dengan alat bantu aplikasi SPSS (*Statistical and Service Solution*). Hasil penelitian ini menunjukkan bahwa kualitas pelayanan, citra merek, dan harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata Kunci: kualitas pelayanan, citra merek, harga, kepuasan pelanggan

ABSTRACT

This research aimed to find out and analyze the effect of service quality, brand image and price on customers' satisfaction of Tria Honda Motor Service, Surabaya. The research was quantitative. While, the population was all consumers who used the service and facilities of Tria Honda Motor Service. In line with, there were 100 respondents as sample. Moreover, the data collection technique used accidental sampling with questionnaire as the instrument. Meanwhile, the questionnaires were distributed to respondents who consumers of Tria Honda Motor Service. The data analysis technique used descriptive analysis, data instrument, which used validity and reliability test, multiple linear regression, classical assumption test with SPSS (Statistical and Service Solution). In addition, the research result concluded service quality had positive and significant effect on customers' satisfaction of Tria Honda Motor Service, Surabaya. Likewise, brand image had positive and significant effect on customers' satisfaction of Tria Honda Motor Service, Surabaya. Similarly, price had positive and significant effect on customers' satisfaction of Tria Honda Motor Service, Surabaya.

Keywords: *service quality, brand image, price, consumers' satisfaction.*

