

# **THE EFFECT OF PRICE AND SERVICE QUALITY ON INDOMARET'S CUSTOMER SATISFACTION**

**(STUDY ON STUDENT OF FEB UNMER MALANG 2020-2021)**

## **THESIS**

*Proposed to fulfill requirements in Obtaining Bachelor's Degree in  
Economics and Business*



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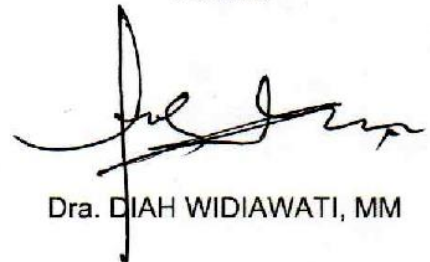
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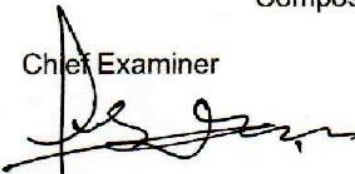
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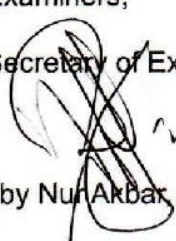
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## FOREWORD

All praise and gratitude be to Allah SWT for His blessings and mercy, allowing the writer to complete this thesis entitled **"THE EFFECT OF PRICE AND SERVICE QUALITY ON INDOMARET'S CUSTOMER SATISFACTION (STUDY ON STUDENTS OF FEB UNMER MALANG 2020-2021)."** This thesis is submitted to fulfill part of the requirements for obtaining a Bachelor's degree in Economics and Business, Management Study Program, at the University of Merdeka Malang.

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Similarly, in the preparation of this thesis, the writer realizes there are still many shortcomings that need to be improved, both in material and composition. Therefore, the writer welcomes suggestions and criticism from all parties to address these shortcomings.

Malang, 01 July 2024

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## **ABSTRACT**

In the globalization era, companies must enhance service quality to meet customer needs and desires. Indomaret, managed by PT Indomarco Prismatama, began its franchise in 1997, offering a variety of daily essentials. Customer satisfaction is crucial, influenced by service quality and price. Satisfaction arises when services meet or exceed expectations. Quality involves tangibles, empathy, responsiveness, reliability, and assurance. Indomaret aims to provide excellent service to ensure customer satisfaction. This research explores "The Influence of Price and Service Quality on Indomaret Customer Satisfaction". Price and service quality simultaneously have a significant effect on customer satisfaction. Price and service quality partially have a significant effect on customer satisfaction. Service quality variable has a dominant influence on customer satisfaction. Future research should include new variables to understand factors beyond price and service quality affecting consumer satisfaction. Findings show price negatively impacts satisfaction among University of Merdeka Malang's Economics and Business students (2020-2021), suggesting Indomaret should improve pricing quality. Service quality has a positive, dominant influence on satisfaction, indicating Indomaret should enhance service quality.

Keywords : Price, Service Quality, Customer Satisfaction